



Empowering creative individuals to reach their full potential in their educational and career goals

Ticker	NASDAQ: AACG	Fiscal Year End	December 31
IPO	January 2008 (Underwriters: Merrill Lynch, Piper Jaffray)	ADSs Outstanding	31.4 million
Recent Stock Price	\$1.08 (as of 3/22/2024)	Book Value Per ADS	\$0.51
Market Cap	\$34.0 million (as of 3/22/2024)		

All information as of 12/31/2023 unless otherwise noted.

INVESTMENT HIGHLIGHTS

A Leader in Creative Arts Education for Students in China and Beyond

- Focused on positive student outcomes with its comprehensive academic offerings, experiential learning opportunities and counselling services
- Successfully navigated the global pandemic environment in 2020-22, resumed in-person delivery of services throughout 2023, hosted overseas programs in summer 2023 for the first time since 2020
- Exceptional management with a history of shareholder friendliness
- Recognized leader in innovation in education industry with 20+ years of experience in testing technologies and delivery services

A Unique Competency in a Fragmented Market and a Multi-pronged Growth Strategy

- An opportunity to take advantage of China's continued growing demand for creative learning experiences domestically and internationally
- Leverage expertise in education technologies/services and industry relationships, to scale the growth and expand market presence in China and beyond
- Increase reach with expanded offerings that support a growing population of students seeking creative arts learning experiences
- Explore M&A opportunities within the education sector

ABOUT ATA CREATIVITY GLOBAL (ACG)



- ACG is a **leading provider** of educational services for students in China interested in applying for overseas art study
- **21** training centers in **20** cities throughout China
- Offers diverse and customizable art and music study abroad programming
- Has expanded its careers to more than **60 sub-divisions** such as art, design, architecture, film and television, and music
- www.acgedu.cn

ACG's Six Major Disciplines include:



Computer Design

Fashion

Music

Film and Animation

Architecture and Space

Fine Arts

ACG's BUSINESS MODEL



Portfolio Training

- Revenue driven by # of credit hours
- List price of RMB1,000-2,000/credit hour (discounts vary)



Research-based Learning

Revenue driven by # of students and unit price of programs in terms of program categories



Overseas Study Counselling Services

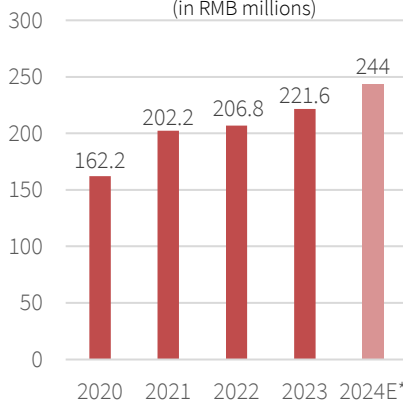
Revenue driven by # of students and price of programs



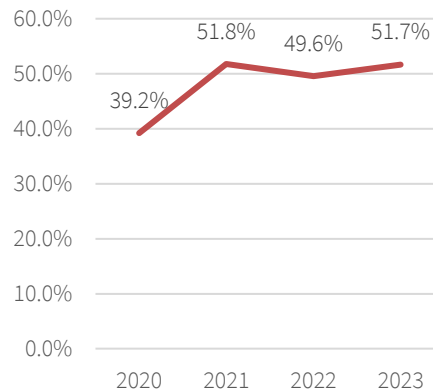
- **1,011** students took part in ACG's programs in Fourth Quarter 2023, up 11.3% from 908 in the prior-year period.
- ACG delivered **48,421** credit hours of portfolio training in Fourth Quarter 2023, up 3.3% from 46,894 in the prior-year period.
- Of the applications submitted for 2023 enrollment, ACG students have received over **2,100** offers from overseas institutions such as MIT, Harvard, University of Oxford, as well as Parsons School of Design, Rhode Island School of Design, and Royal College of Art. The Company expects this number to increase for 2024 enrollment given an increase in anticipated student applications.

KEY FINANCIAL HIGHLIGHTS – IMPROVING ANNUAL PERFORMANCE

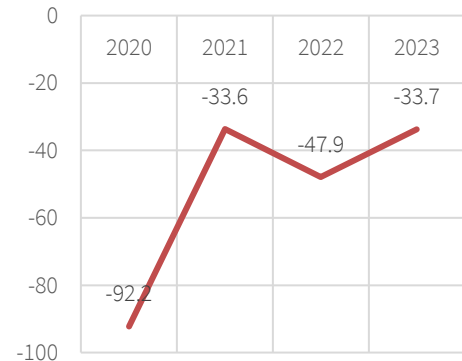
Total Revenues (in RMB millions)



Gross Margins



Net Loss Attributable to ACG (in RMB millions)



*Midpoint of RMB233 million to RMB255 million guidance for total net revenues for the year ending December 31, 2024, as disclosed in the press release dated March 26, 2024.

USD\$8.5 million in cash and cash equivalents as of 12/31/2023

PROVEN MANAGEMENT TEAM WITH EXTENSIVE EXPERIENCE



Kevin Ma
Co-founder,
Chairman and CEO

- 20+ years in IT and IT-related education sectors
- Pioneer in commercializing China's testing industry
- Professional entrepreneur since 1996



Jun Zhang
President and
Director

- 20+ years of experience in art and creativity education
- Pioneer in industrialization of international art and creativity education in China
- Served as head or expert of several design and arts programs



Ruobai Sima
CFO

- 15+ years in finance/accounting, financial planning and execution at public and private companies in financial, automotive and travel industries
- Served as CFO at various automotive services companies from 2016-22, served as financial director for Bitauto Holdings from 2015-16

This may contain statements about future events and expectations that constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations, assumptions, estimates, and projections about ACG and the markets in which it operates. ACG undertakes no obligation to update forward-looking statements to reflect subsequent events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that its expectations and assumptions expressed in these forward-looking statements are reasonable, the Company cannot assure you that its expectations and assumptions will turn out to be correct, and investors are cautioned that actual results may differ materially from the anticipated results. Anyone receiving this is encouraged to review all filings made by the Company with the Securities and Exchange Commission. The information contained herein is being provided for informational purposes only and does not constitute a solicitation to buy or sell any securities. The Equity Group provides investor relations services for ACG and other clients. The Equity Group, its officers or employees may have a position in the securities of these companies or may have received options to acquire such securities.

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